

successful the local body must be alive, and if the local body is to exist and live, you, the reader of this editorial, are responsible. Sink personal grievances, talk to your professional brethren, arrange for a preliminary meeting and HOLD IT! This is the first time an earnest effort has been made to unite the medical profession of this State. Let it not be said that because of your indifference your county has no representation at the State and National conventions. Do not wait for your neighbor; do your duty as a public-spirited physician in your county, and do it now. The secretary of the State Society will be at all times glad to assist you in any way. Write to him. Let him know that some one in your county is interested in a united medical profession.

The deplorable condition of medical journalism in this country is a matter that has frequently been commented upon.

CHARACTER OF ADVERTISING.

For the most part, every medical journal is supported only by its advertising, and consequently is controlled by the advertisers. As a result its advertising pages have comparatively little value, for the reason that few of the subscribers read them, and few who read have much faith in the one-sided story which they tell. They teem with advertisements of "proprietary" and straight-out "patent" medicines; medicines and preparations which no self-respecting practitioner should touch with a ten-foot pole, let alone even consider the possibility of using. Pages of very many journals are devoted to paid notices of these "proprietary" articles, and the average physician cannot tell them from the regular reading matter, which they purport to be. That such advertising pays is made evident by looking through the files of prescriptions at any drug store. Scores and scores of prescriptions will bear such directions as Plunk & Dollar's Pill No. 362; Worth's Syrup Dogood; Elixir rejuvenatis comp. A. B. & Co. And nine times out of ten the physician who orders this stuff does not even know what he is prescribing.

At least one physician of our acquaintance tears the advertising pages out of such journals he receives before he undertakes to even look through them.

The California State Journal of Medicine, the official organ of, and partly supported by the Medical Society of the State of California, does not propose to print any such advertising. It will attempt to make its advertising pages as useful to its readers as the pages of reading matter. So far as is practicable, the things advertised in this journal will be tacitly vouched for by the Journal; no matter will be accepted for the advertising pages that is not strictly ethical and legitimate; that is not directly opposed to the

spirit of quackery represented by the "proprietary" and the "patent" medicine.

The editor, who is under bonds to publish the Journal monthly, and is personally responsible for all financial obligations connected with its publication, has been advised that he will secure little or no advertising on the basis outlined. This may or may not be true, but he is going to try it, even if he "goes broke." If the regular practitioners of this Coast and country desire to see one journal in the United States conducted on such a policy, then there is no danger of the Journal not paying its own expenses.

In another part of the Journal will be found an article, written by a layman, but a trained observer and a journalist of very considerable reputation on this coast, setting forth a few facts as to the sanitary—or rather unsanitary—condition of the Aleuts. To be sure, the blighting touch of civilization has been shown hundreds of times and in many quarters of the world, yet here it is graphically presented for consideration. The effects of change of food and clothing, with the consequent appearance of certain diseases, are worthy of note, for apparently endemic tuberculosis is at least one direct result.

The visit of Professor Lorenz has not been an unmixed joy to a good many medical gentlemen of this country. The majority of the physicians of the United States regard too much

LORENZ VISITS SAN FRANCISCO. newspaper attention rather as notoriety than as fame. It is urged that Professor Lorenz looks upon

this feature of his trip with considerable amusement and not a little pleasure, thinking it an American custom; but surely he could have been disabused of this idea long since. Of his ability there can be no question; yet there are a number of men in our own country who are at least as able and who are not prevented from doing other surgical operations by reason of physical disability. All his surgical operations are bloodless; for he can now do no operation that is "bloody." In this country the bloodless operation for the relief of congenital dislocation of the hip has been practically abandoned for four or five years, for the reason that better results have been found to follow cutting down upon the joint, incising the capsule and ligaments, and thus replacing the head of the femur. The operation is performed under aseptic conditions, healing is rapid and uneventful, and the result is eminently satisfactory. Dr. Lorenz is beyond question an unusually able "bloodless" surgeon and a very charming man, yet it is somewhat nauseating to the self-respecting American physician to see the amount of newspaper notoriety that heralds and follows his progress through the country.